

Appl. No. 09/472,666
Reply to: Final Office Action of February 24, 2004
Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of : Keith C. Thomas
Serial No. : 09/472,666
Filed : December 27, 1999
Art Unit : 3622
Examiner : Melanie A. Kemper
Title : METHOD AND MEDIA FOR VIRTUAL PRODUCT
PLACEMENT

RECEIVED

JUN 30 2004

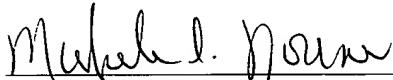
GROUP 3600

MS RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**PRELIMINARY AMENDMENT INCLUDING A RESPONSE TO THE FINAL
OFFICE ACTION DATED FEBRUARY 24, 2004**

CERTIFICATE OF MAILING UNDER 37 CFR 1.8(a)

I hereby certify that, on the date shown below, this correspondence is being deposited with the United States Postal Service in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 with sufficient postage as first class mail.


MICHELE D. NORINE

Date: JUNE 24, 2004

Dear Sir:

This Preliminary Amendment includes a response to the Final Office Action dated February 24, 2004, for which the three-month shortened statutory period for reply was set to expire on May 24, 2004. The fee for an additional one (1) independent claim is being filed herewith. A petition and fee for a one (1) month extension of time is being filed herewith. While it is believed that no additional extension of time or any other additional fees are necessary, the Commissioner is hereby authorized to grant any needed extension of time and to charge any additional fees which may be required for this Response, or credit any overpayment to Deposit Account No. 50-0439.

Amendment to the **Specification** is reflected in the **Specification** which begins on page 3 of this paper.

06/28/2004 YPOLITE1 00000073 500439 09472666

02 FC:1201

86.00 DA

Appl. No. 09/472,666

Reply to: Final Office Action of February 24, 2004

Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

Amendment to the **Claims** are reflected in the **Listing of Claims** which begins on page 4 of this paper.

Remarks/Arguments begin on page 13 of this paper.

Entry of the Amendments below and consideration of the Remarks that follow is respectfully requested.